

The original documents are located in Box 9, folder “2/12/76 - Washington Heart Association (1)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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For immediate release
Tuesday, Feb. 3, 1976

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will be honored guest Thursday, Feb. 12 at the annual "Affair of the Heart" luncheon of the Womens Board of the Washington Heart Association. The luncheon is at 12:30 p. m. at the Sheraton Park Hotel.

The luncheon will be followed by a fashion show. Proceeds from the event will go to support various heart research programs.

#



THE WHITE HOUSE

WASHINGTON

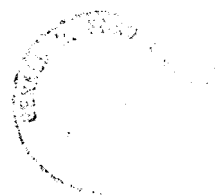
February 6, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Luncheon/Style Show "Affair of the Heart"
GROUP: Women's Board, Washington Heart Association
DATE: Thursday, February 12, 1976
TIME: 11:45 am Head Table Reception begins
12:30 pm Luncheon begins
PLACE: Sheraton Park Hotel, Washington, D.C.
CONTACT: Mrs. George W. Dick, Luncheon Chairman
379-1452
COMMENTS: Mrs. Ford will again attend the annual luncheon --Affair of the Heart--given by the Women's Board of the Washington Heart Association. She will wear a dress being featured in the fashion show designed by Mr. Loren and being given by Bloomingdale's. Proceeds from the Luncheon are used to benefit the Heart Association's many heart research programs. The file is attached as is a copy of last year's scenario. Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Sara Massengale
Rex Scouten
Staircase



WOMEN'S BOARD
WASHINGTON HEART ASSOCIATION

3579 South Stafford Street
Arlington, Virginia 22206
February 4, 1976

Mrs. Gerald R. Ford
The White House
Washington, D. C.

My dear Mrs. Ford,

Word that your schedule will permit you to be the Honor Guest at the 28th "Affair of the Heart" Luncheon on February 12, completes my anticipation for a perfect event.

The Women's Board, as well as our guests, look forward to a successful day with your presence at the luncheon.

It is my pleasure to report that this luncheon is the most financially successful in our 28 years and was a sellout last week. The hotel agreed to set up a few more tables since the demand for tickets continues.

We look forward to having you with us at the assemblage reception prior to the luncheon in the Wilmington Room at 11:45.

Sincerely yours,

Mrs. George W. Dick

Mrs. George W. Dick
"Affair of the Heart"
Luncheon Chairman

Mrs. Dickson

THE WHITE HOUSE
WASHINGTON

RE:

2/12 ~~W~~ LUNCHEON

11:45 ~~am~~ Head Table Recept.
Delmonico Rm. of the
Delaware Suite

12:30 ~~am~~ Luncheon
BF is escorted by Mrs. John
Sumter, Chrm. Womens Bd.

1:15-1:30 FASHION SHOW

2:15-2:30 CONCLUSION

FATING: 29-10



December 4, 1975

ATTEND ☒
REGRET ☐

WEAR ONE OF
THE FASHIONS? ☒

FITTING ☐
MON - 12/9

Dear Mrs. Dick,

Your gracious letter to Mrs. Ford inviting her to attend the 28th annual Valentine "Affair of the Heart" Luncheon being planned by the Women's Board of the Washington Heart Association is greatly appreciated. Although the official schedule is planned only a few weeks in advance, we would be happy to keep your cordial invitation in mind. May we be in communication with you closer to the date?

With gratitude and warmest best wishes,

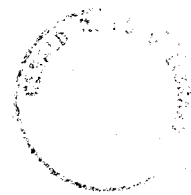
Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mrs. George W. Dick
Luncheon Chairman
Women's Board
Washington Heart Association
3579 South Stafford Street
Arlington, Virginia 22206

SP/sk

c: BF Pending To Consider (February 12, 1976)



10-10
40
PENDING

ATTEND
REGRET
CONSIDER
CLOSED
TO DATE X

WOMEN'S BOARD

WASHINGTON HEART ASSOCIATION

3579 South Stafford Street
Arlington, Virginia 22206
October 8, 1975

Probably yes

Mrs. Gerald R. Ford
The White House
Washington, D. C.

(yes) suggest
filling
FEB 9

Dear Mrs. Ford,

On February 12, 1976, the Women's Board will hold its 28th annual Valentine "Affair of the Heart" Luncheon at the Sheraton Park Hotel.

Proceeds from this charitable event have supported many heart research programs over the years, including purchasing expensive equipment for Coronary Care Units in area hospitals; instructional systems for training nurses and other personnel in these Units; a three-year teaching fellowship in cardio-vascular diseases; funding for 20 students in the High School Heart Research Program; training for hypertension discovery in the High School Blood Detection Program; and our newest and most exciting purchase of "Resuscitation Annies" used in Instructor Training of emergency cardio-pulmonary resuscitation techniques.

As you may know, Bloomingdale's will sponsor a "sneak preview" of its entry into the Washington market by presenting the classic and exciting Spring and Summer Collection of Ralph Loren. Bloomingdale's President, Mr. Marvin Traub, has expressed interest in having you wear one of Mr. Loren's designs, if this meets with your approval. We will work out the details on this matter at a later date.

Mrs. Patrick Buchanan contacted Miss Porter in mid-June to request that the Heart Luncheon be listed on your busy calendar. Your presence as our honor guest contributed to making last year's luncheon exciting and memorable. The Women's Board hopes your schedule will permit you to be our honor guest again in 1976.

Sincerely yours,

Mrs. George W. Dick

Mrs. George W. Dick
Luncheon Chairman

1975

PROPOSED SCHEDULE

MRS. FORD'S ATTENDANCE AT THE ANNUAL
VALENTINE LUNCHEON OF THE WOMEN'S
BOARD OF THE WASHINGTON HEART ASSOCIATION

Sheraton Park Hotel
Friday, February 4, 1975

12:00 noon Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route
Sheraton Park Hotel.

[Driving time: 10 minutes]

12:10 pm MOTORCADE ARRIVES Sheraton Park Hotel
(Calvert Street entrance)

Mrs. Ford will be met by:

Mrs. Richard (Susan) Gill, Valentine
Luncheon Chairman

Mrs. George (Diddy) Stewart, Chairman
Women's Board

Mr. Nord Schweibert, Sheraton Park
Vice President

OFFICIAL PHOTO COVERAGE

12:12 pm Mrs. Ford, escorted by Mrs. Gill and Mrs. Stewart,
proceeds to the Wilmington Room for informal head
table reception.

12:15 pm Mrs. Ford arrives Wilmington Room for informal
head table reception.

PRESS POOL COVERAGE

ATTENDANCE: 50



1975

12:30 pm Mrs. Ford and the other head table guests depart
Wilmington Room en route Sheraton Hall entrance
for individual introductions.

12:34 pm Announcement of Mrs. Ford.

12:35 pm Mrs. Ford, escorted by Mrs. Stewart, proceeds
to seat at head table.

OPEN PRESS COVERAGE
ATTENDANCE: 1200

12:37 pm Luncheon is served.

1:29 pm Luncheon concludes.

1:30 pm Fashion show by Garfinckels begins.

2:00 pm Fashion show concludes.

2:01 pm Mrs. Gill thanks Mrs. Ford for attending
and announces continuing program.

2:02 pm Mrs. Ford, escorted by Mrs. Stewart, departs head
table en route motorcade for boarding.

2:05 pm MOTORCADE DEPARTS Sheraton Park Hotel en route
South Grounds.

[Driving time: 10 minutes]

2:15 pm MOTORCADE ARRIVES South Grounds.

THE WHITE HOUSE

WASHINGTON

February 6, 1976

press:
lou brott
638 1441

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Luncheon/Style Show "Affair of the Heart"
GROUP: Women's Board, Washington Heart Association
DATE: Thursday, February 12, 1976
TIME: 11:45 am Head Table Reception begins
12:30 pm Luncheon begins
PLACE: Sheraton Park Hotel, Washington, D.C.
CONTACT: Mrs. George W. Dick, Luncheon Chairman
379-1452 *off lobby*
Mr Reese 265 2000
COMMENTS: Mrs. Ford will again attend the annual luncheon --Affair of the Heart--given by the Women's Board of the Washington Heart Association. She will wear a dress being featured in the fashion show designed by Mr. Loren and being given by Bloomingdale's. Proceeds from the Luncheon are used to benefit the Heart Association's many heart research programs. The file is attached as is a copy of last year's scenario. Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Sara Massengale
Rex Scouten
Staircase



WOMEN'S BOARD
WASHINGTON HEART ASSOCIATION

3579 South Stafford Street
Arlington, Virginia 22206
February 4, 1976

Mrs. Gerald R. Ford
The White House
Washington, D. C.

My dear Mrs. Ford,

Word that your schedule will permit you to be the Honor Guest at the 28th "Affair of the Heart" Luncheon on February 12, completes my anticipation for a perfect event.

The Women's Board, as well as our guests, look forward to a successful day with your presence at the luncheon.

It is my pleasure to report that this luncheon is the most financially successful in our 28 years and was a sellout last week. The hotel agreed to set up a few more tables since the demand for tickets continues.

We look forward to having you with us at the assemblage reception prior to the luncheon in the Wilmington Room at 11:45.

Sincerely yours,

Mrs. George W. Dick

Mrs. George W. Dick
"Affair of the Heart"
Luncheon Chairman



Mrs. Dick is here.

THE WHITE HOUSE
WASHINGTON

RE:

2/12 ~~10~~ LUNCHEON

11:45 ~~min~~ Head Table Recept.
Admission Rm. of the
Delaware Suite

12:30 ~~min~~ Luncheon
BT is escorted by Mrs. John
Sumter, Chron. Womens Bld.

1:15-1:30 FASHION SHOW

2:15-2:30 CONCLUSION

FATING: 2/9-10



December 4, 1975

ATTEND ☒
REGRET ☐

WEAR ONE OF
THE FASHIONS? YES

FITTING ☐
MON - 12/9

Dear Mrs. Dick,

Your gracious letter to Mrs. Ford inviting her to attend the 23th annual Valentine "Affair of the Heart" Luncheon being planned by the Women's Board of the Washington Heart Association is greatly appreciated. Although the official schedule is planned only a few weeks in advance, we would be happy to keep your cordial invitation in mind. May we be in communication with you closer to the date?

SHER. PARK

With gratitude and warmest best wishes,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mrs. George W. Dick
Luncheon Chairman
Women's Board
Washington Heart Association
3579 South Stafford Street
Arlington, Virginia 22206

SP/sr

c: BF Pending To Consider (February 12, 1976)



WOMEN'S BOARD

WASHINGTON HEART ASSOCIATION

3579 South Stafford Street
Arlington, Virginia 22206
October 8, 1975

Consider
closed
to date X
Probably yes

Mrs. Gerald R. Ford
The White House
Washington, D. C.

yes suggested
fitting
FEB 9

Dear Mrs. Ford,

On February 12, 1976, the Women's Board will hold its 28th annual Valentine "Affair of the Heart" Luncheon at the Sheraton Park Hotel.

Proceeds from this charitable event have supported many heart research programs over the years, including purchasing expensive equipment for Coronary Care Units in area hospitals; instructional systems for training nurses and other personnel in these Units; a three-year teaching fellowship in cardio-vascular diseases; funding for 20 students in the High School Heart Research Program; training for hypertension discovery in the High School Blood Detection Program; and our newest and most exciting purchase of "Resuscitation Annies" used in Instructor Training of emergency cardio-pulmonary resuscitation techniques.

As you may know, Bloomingdale's will sponsor a "sneak preview" of its entry into the Washington market by presenting the classic and exciting Spring and Summer Collection of Ralph Loren. Bloomingdale's President, Mr. Marvin Traub, has expressed interest in having you wear one of Mr. Loren's designs, if this meets with your approval. We will work out the details on this matter at a later date.

Mrs. Patrick Buchanan contacted Miss Porter in mid-June to request that the Heart Luncheon be listed on your busy calendar. Your presence as our honor guest contributed to making last year's luncheon exciting and memorable. The Women's Board hopes your schedule will permit you to be our honor guest again in 1976.

Sincerely yours,

Mrs. George W. Dick

Mrs. George W. Dick
Luncheon Chairman



MRS. FORD'S ATTENDANCE AT THE ANNUAL
VALENTINE LUNCHEON OF THE WOMEN'S
BOARD OF THE WASHINGTON HEART ASSOCIATION

Friday, February 4, 1975

Mrs. Ford boards motorcade on South Grounds.

[Driving time: 10 minutes]

MOTORCADE ARRIVES Sheraton Park Hotel
(Calvert Street entrance)

George Dick (Heddy)

Luncheon Chairman

John Sumter, Jr. (Bea)

~~Union President~~

Mrs. Ford, escorted by Mrs. ~~Gunn~~ and Mrs. ~~Stewart~~,
proceeds to the Wilmington Room for informal ^{reception} with
table ~~reception~~. ~~(1 spec guest)~~
guests and other special invitees.

Mrs. Ford arrives Wilmington Room for informal head table reception.

OFFICIAL PHOTO COVERAGE



12:30 pm Mrs. Ford and the other head table guests depart
Wilmington Room en route Sheraton Hall entrance
for individual introductions.

12:34 pm Announcement of Mrs. Ford.

12:35 pm Mrs. Ford, escorted by Mrs. ~~Stewart~~ ^{Sumter} proceeds
to seat at head table.

making introductions

~~OPEN PRESS COVERAGE~~

ATTENDANCE: 1400

NOTE: most press in attendance
are as invited guests and
are seated at tables.

12:40 pm Luncheon is served.

Photographers & crews will be
escorted for photos ~~to the~~ to
~~request~~ head table and models ramp.

1:30 pm Luncheon concludes.

featuring Ralph Lauren

~~1:30 pm~~
2:00 pm Fashion show by ~~Carfin~~ ^{Bloomingdale's} begins.

*Spring/Summer
Collection.*

~~2:00 pm~~
2:30 pm Fashion show concludes.

~~by leaving~~
Mrs. ~~Gill~~ ^{Dick} thanks Mrs. Ford for attending
and announces continuing program.

~~Mrs. Sumpter escorts Mrs. Ford from to exit.~~

2:32 pm Mrs. Ford, escorted by Mrs. ~~Stewart~~ ^{Sumter}, departs head
table en route motorcade for boarding.

2:45 pm MOTORCADE DEPARTS Sheraton Park Hotel en route
South Grounds.

[Driving time: 10 minutes]

2:55 pm MOTORCADE ARRIVES South Grounds.



FOR: WASHINGTON HEART ASSOCIATION

FROM: Lou Brott Associates
Thursday, February 12, 1976

"AFFAIRS OF THE HEART"

Today's "Affairs of the Heart" luncheon and fashion show is the highlight of a month packed with special events for the annual Heart Fund Campaign (the month of February).

The affair, sponsored by the Women's Board of The Washington Heart Association, is held annually at the Sheraton Park Hotel. 1400 guests were present at this year's gathering which featured the spring collection of clothes designer, Ralph Lauren. The hour long fashion show was produced by Bloomingdale's Department Store which comes to Washington next year.

Mrs. Betty Ford, wife of the President, was the honored guest. With her at the head table were Mrs. William Coleman, Mrs. William Simon, Mrs. Donald Rumsfeld, Mrs. Warren Burger, Mrs. Earl Butz and Mrs. Walter Washington. Guest models included Rep. Butler Derrick and Rep. John Jenrette, Jr. (S. Car.)

During the last 28 years, the Women's Board has raised over \$300,000 for the activities of the WHA. Three of the programs sponsored by the Women's Board are the purchase of a number of Resuscite-Annies used in the training of emergency cardiopulmonary resuscitation techniques; the High School Heart Research program, designed to help students consider medicine and medical sciences as a possible career; and the high school blood pressure detection program, the first of its kind in the country.



Climax of Heart Month comes on Heart Sunday, the 29th of February, Mrs. F. David Mathews, Chairman of Heart Sunday and wife of HEW Secretary, will direct over 10,000 volunteers who will visit their neighbors for a two week period prior to Heart Sunday to distribute heart saving information and receive Heart Fund contributions for The Washington Heart Association's programs of education, research, and community service.

Chairman for the Women's Board "Affairs of the Heart" is Mrs. George W. Dick and vice-chairman is Mrs. John F. Kramer. The General Campaign Chairman for the 1976 Heart Fund is Edwin K. Hoffman, Chief Executive Officer and Vice-President of Woodward and Lothrop. The Vice-Chairman is Joseph H. Riley, Senior Executive Vice-President of National Savings and Trust Company. Dr. Gerald I. Schugoll is the President of The Washington Heart Association.



WASHINGTON HEART ASSOCIATION

SHERATON PARK HOTEL
Washington, D.C. 20008

WEDNESDAY, FEBRUARY 12, 1975

SHERATON PARK BALLROOM

LUNCHEON: 12 NOON

FASHION SHOW:

APPROXIMATELY 1200 GUESTS

Mrs. G. W. Dick

Director of Catering

Otto H. Riese

Washington Heart Association

3579 South Safford

Arlington, Virginia 22206

Heart Shaped Aspic of Mdrilllene
Garnished with 3 Caviar Canapes

Pass Basket of Cheese Straws
(Leave Basket on Table - Do Not serve
Rolls & Butter)

Beef Teri-Yaki Garnished
with Slivered Almonds & Mushroom Buttons
served over Fried Chinese Rice
Tomato Clamart
Two Cusquats

Bicentennial Pistachio Bombe'
pass Melba Sauce
Fortune Cookies

Coffee

\$6.75 Per Person

OTHER ITEMS AND ARRANGEMENTS

GRATUITY: To be added to account 16%

D. C. TAX: To be added to account 6%

OTTO H. RIESE/jas

11/24/75

B-7



THE SHERATON PARK HOTEL AND MOTOR INN
WASHINGTON, D.C. 20004
TELEPHONE 202-331-1234
FAX 202-331-1234

CONFIDENTIAL
NOT TO BE RELEASED
EXCEPT BY AUTHORITY OF THE
UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

TERMS AND CONDITIONS OF RESERVATION

1. The person or party making arrangements for private functions on behalf of the Patron must notify the Hotel forty-eight (48) hours in advance of the exact number scheduled to attend all private functions. Such number shall constitute a guarantee which may not be reduced and for which appropriate changes will be made.

2. All prices are subject to increase in order to meet rising costs of food and beverages and other operational expenses in existence at the time or time of performance in accordance with its obligations hereunder. Such increases may result from food and beverage prices, labor costs, taxes and/or currency valuations. The Hotel is granted the right to increase the applicable prices hereunder when necessary and in accordance with the aforementioned or to make reasonable substitutions on the menu. The Patron hereby agrees to pay such increased prices and accept any and all substitutions made by the Hotel.

3. Patron agrees to pay in addition to the prices agreed upon and separate and apart therefrom, all Federal and District of Columbia taxes that may be applicable.

4. A gratuity equal to 16% of the total food and beverage bill will be added by the Hotel unless the Patron requests that the banquet waiters and waitresses be permitted to request gratuities from among those present at the function.

5. Full payment in advance shall be required, unless the Patron has made satisfactory credit arrangements with the Hotel. In the event credit has been established, terms of payment shall be worked out at the time thereof. There will be a service charge in the amount of 1-1/2% per month on the unpaid balance on all accounts and paid within thirty (30) days.

6. Neither the Patron nor its guests or invitees will be permitted to bring beverages of any kind into the Hotel or onto its premises without the express written permission of the Hotel. In the event such permission be granted, the Hotel is hereby authorized to charge for the service of said beverages.

Any and all proposals, reservations, agreements and contracts respecting the use of services and facilities of the Sheraton-Park Hotel and Motor Inn are made subject to all Hotel rules and regulations and shall include, but not be limited to, the following express terms and conditions:

1. The person or party making arrangements for private functions on behalf of the Patron must notify the Hotel forty-eight (48) hours in advance of the exact number scheduled to attend all private functions. Such number shall constitute a guarantee which may not be reduced and for which appropriate changes will be made.
2. All prices are subject to increase in order to meet rising costs of food and beverages and other operational expenses in existence at the time or time of performance in accordance with its obligations hereunder. Such increases may result from food and beverage prices, labor costs, taxes and/or currency valuations. The Hotel is granted the right to increase the applicable prices hereunder when necessary and in accordance with the aforementioned or to make reasonable substitutions on the menu. The Patron hereby agrees to pay such increased prices and accept any and all substitutions made by the Hotel.
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5. Full payment in advance shall be required, unless the Patron has made satisfactory credit arrangements with the Hotel. In the event credit has been established, terms of payment shall be worked out at the time thereof. There will be a service charge in the amount of 1-1/2% per month on the unpaid balance on all accounts and paid within thirty (30) days.
6. Neither the Patron nor its guests or invitees will be permitted to bring beverages of any kind into the Hotel or onto its premises without the express written permission of the Hotel. In the event such permission be granted, the Hotel is hereby authorized to charge for the service of said beverages.
7. The agreement is expressly conditioned upon the Hotel's ability to perform its obligations hereunder and the Hotel shall not be liable for any damages to the Patron or Patron's guests and invitees in the event causes beyond its control interfere with such performance. Causes which may interfere with or prevent its performance shall include, but not be limited to, labor disputes or strikes, government controls or restrictions upon food, beverages or other supplies, travel or transportation.

THE MANAGEMENT
THE SHERATON PARK HOTEL AND MOTOR INN

1st floor (1) thru (2) call re holding need: menu
 ✓ Otto Riese - am re mgr elevators head table
 bent ashton Mr Schreiber

Armstrong -
 head + receipt list 1400 + head table
 approx #

dress afternoon dress

greeters
 mgrs at door
 heart - jelled asperjue
 soup
 beef terraline fried rice
 cumquats
 tomato

MDE's niece
 Ellen Del

Julie Eisenhower
 Table 60

88
 Cary Wynn
 Bob Michel
 Siebelius m + Mrs
 Rhodes
~~John~~ John Tower

(84) Mrs Darcy Danguard

(82) (76) Amb wines

guests

H
 Coleman
 Lauren
 Matthews
 trans-bunge
 dufford
 sunny
 Simon
 buty
 washing
 Krame
 Shugall

srw - table 72

invited guests

srw press - table 81 (2 extra)
 Lou Bratt table 70

Charles Farnell^{ow} - AAm

Lou Bratt

Stan photo

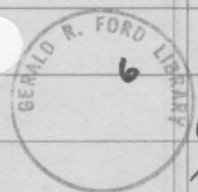
Sandra McElwain

Charlene McCoy - local TV

Marcia Frisbe

Mrs. Shen } Wife of Amb
 of the Rep of China

70
 Marilyn Cohen
 Sunny Adler
 Nina Hyde
 Celeste McCall
 Penny Girard
 Pruit Hudson
 Marjorie Bratt
 Lillian Wiggins
 Mrs Evelyn
 Slattery



WASHINGTON HEART ASSOCIATION LUNCHEON

Sponsored by Bloomingdale's -- Fashion show of Ralph Lauren's spring and summer collection.

Ralph Lauren ~~of New York~~ is from New York

Mrs. Ford's outfit designed by Lauren --
two-piece silk suit -- taupe (dark beige) one-button jacket
with a crepe blouse (same color) with bow-tie; slim skirt
with zipper in front.



BACKGROUND on Washington Heart Luncheon

Guest list for head table reception attached. It includes many of the cabinet wives, officers ^(d-sc) of the organization and guest models (Rep. and Mrs. John Jenrette, Rep. and Mrs. Butler Derrick, D-SC, Page Lee Hufty and others).

This is the 28th annual "Affair of the Heart" luncheon. It's a sellout with 1400 attending (200 more than last year). Proceeds go to heart research programs, purchasing expensive equipment for hospitals, training programs for nurses, etc.

Bloomingdales will sponsor the fashion show with Ralph Lauren's spring and summer collection. Both Ralph Lauren and Marvin Traub, the president of Bloomingdales, will be in the head table reception.

Jack Williams will be your advoceman. He works for GSA and has done other events for you -- the Nevelson unveiling in Philadelphia, the mini Calder at the Hirshorn, ^{the} St. John's Church Bazaar and Soft Shoe exhibition...

Also, you might want to be aware that Julie Eisenhower is listed as a guest, seated at a table to your right in the second row of tables back from the head table. Also, another table is almost all congressmen's wives. It's in the first row to your left and includes Mrs. Larry Wynn, Mrs. Bob Michel, Rep. and Mrs. Keith Sebelius, Mrs. John Rhodes, and Mrs. John Tower.

jp
patti



HEAD TABLE ASSEMBLAGE RECEPTION -- Only names appearing on this sheet of paper will be permitted inside the Wilmington Room, 11:45 a.m., February 12:

Mrs. Warren Burger
~~Mrs. Donald Rumsfeld~~ *in europe*
Mrs. William Simon
Mrs. Earl Butz
Mrs. F. David Mathews
Mrs. Walter Washington
Mrs. William Coleman, Jr.

NO PRESS WILL BE PERMITTED
INSIDE OTHER THAN WHA P.R.
MAN AND PHOTOGRAPHER:

Lou Brost
Reni (have necessary passes - can
be any one of 4)

Heart Assn. & Women's Board

Dr. & Mrs. Gerald Shugoll, Pres. WHA
Mr. Ray Saunders, Exec. Dir., WHA
Mr. Robert Hodgson, Fund Raising Dir., WHA
Mr. Edwin K. Hoffman, Campaign Chairman

Sheraton-Park Hotel:

M/M L. Nord Schweibert
Brenda Ashton
of the River

Mrs. John Sumter, Jr., (And Mr.) Women's Bd. Chm.
M/M. George W. Dick, Luncheon Chm.
Mrs. John Kramer, Luncheon Vice Chm.

Mrs. Joseph Selden, Reservations Comm. Chm.
Mrs. James W. Lewis, Decorations Chm.
Mrs. Michael Gardner, Hostesses Chm.
Mrs. Marion Smoak, Publicity
Mrs. Barron K. Grier, Special Guests Chm.
Mrs. Georgia Webster, Member, Spec. Guests
Mrs. David F. Webster, " " "
Mrs. Charles Weber, " " "
Mrs. Wm. E. Carroll, Door Prizes Chm.
Mrs. J. Hillman Zahn, Special Events Chm.
Mrs. Tom E. Paro, Program Chm.
Mrs. Frederic Malek, Invitations Chm.
Mrs. Edwin Hoffman, Wife of Campaign Chm.

FASHION SHOW GUEST
MODELS:

Congressman John Jenrette
(S.C.)
" and Mrs.
Butler Derrick
(S.C.)
Dr. & Mrs. Robert Simmon
(Howard U. Hospital
Thoracic Surgeon)
Mrs. Jewell Shepperd
Dr. & Mrs. W. W. Funder-
burk

Bloomingdale's store:

M/M Marvin Traub, Pres.
Miss Peggy Healy, P.R. Dir.
Mr. Ralph Lauren, N.Y. Fashion Designer
Mrs. Milton Dunham, Jr., Stamford, Conn. Store

✓ Tandy Dickinson
Brooke Farland
Page Lee Hufty
Alison Van Metre

Other guests:

Ms. Maxine McDuffy (Legal Asst. to Cong. Derrick)
Ms. Deborah Dick, daughter of Mrs. Dick
Mr. Michael Dick, son of Mrs. Dick



White House -

Miss Betty Mathern - White House address for Mrs. Ford

Dep. Sec. - SS. John Bay

Best photo

A photographer, hired by Bloomingdale's, will be taking pictures in the gift room. He is local. Either Brooks Blumke or Ralph Mullen, by name, from Alice Studios, International St.

Contact: Washington Heart Association:

Mr. Lou Brott
Lou Brott Associates
202 638-1441

Mrs. George W. Dick
703 379-1452

Bloomingtondale's

Miss Peggy Healy
212 223-7204

Miss Patty Mattson
Sheila Weidenfeld's press
office
(Mrs. Ford's)

Patty add to your press list:
Donnie Radcliffe
Marta (not Marcia) Kriby - WTOP-TV
Charlene McCoy - WRC-TV
Kay Fisher - WMAL
Washington - Mrs. Lynne Buchert
add to WWD - Susan Waters.

FACT SHEET

GENERAL

What: Washington Heart Association's "Affair of the Heart"
Luncheon - 28th Year

Sponsored by: Women's Board of the Washington Heart Association

Where: Sheraton Park Hotel Ballroom - 2660 Woodley Road, N.W.
Washington, D. C.

When: February 12, 1976 - 12:30 p.m.

Benefit for: Washington Heart Association - continued heart research

Expected number of guests: 1420

Ticket price: \$15.00

LUNCHEON

Chairman: Mrs. George W. Dick

Vice Chairman: Mrs. John F. Kramer

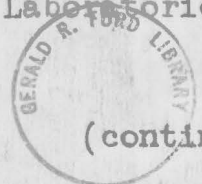
Decor: Blue and salmon marbleized tablecloths from Martex's
Spring, 1976 Collection; matching live potted azaleas
as table centerpieces; live ficus trees throughout
ballroom; runway and head table skirting in a coordinated
salmon fabric, also from Martex

Favors: Travel sizes of beauty products from Clinique Laboratories,
Inc.

Music: Howard Devron Orchestra

bloomingtondale's

1000 THIRD AVENUE / NEW YORK, N.Y. 10022 / (212) 752 1938



(continued)

DAIS: (in order of seating)

Dr. Shugoll, President of the Washington Heart Association
Mrs. John F. Kramer, Vice Chairman of the Washington Heart Association Luncheon Committee
Mrs. Walter Washington, Wife of the Mayor of Washington, D. C.
Mrs. Earl Butz, Wife of the Secretary of Agriculture
Mrs. Donald Rumsfeld, Wife of the Secretary of Defense
Mr. Marvin Traub, President of Bloomingdale's
Madame James Shen, Wife of the Ambassador of the Republic of China
Mrs. George W. Dick, Chairman of the Washington Heart Association Luncheon Committee
Mrs. Gerald Ford, Wife of the President of the United States
Mrs. John Sumter, Chairman of the Women's Board of the Washington Heart Association
Mrs. William Simon, Wife of the Secretary of the Treasury
Mrs. F. David Mathews, Wife of the Secretary of Health, Education and Welfare
Mr. Ralph Lauren, Designer
Mrs. William Coleman, Wife of the Secretary of Transportation
Mr. Edward Hoffman, President of Woodward & Lothrop and Chairman of the Heart Association Campaign

FASHION SHOW:

Bloomingdale's presents the Spring/Summer '76 Collection of Ralph Lauren for Women and Polo Men's Lines. Mr. Lauren is a three time Coty Award winner for both men's and women's fashions and the first winner of the American Fashion Award for menswear. Mrs. Gerald Ford will wear one of Mr. Lauren's designs, a beige two-piece Dupionni silk suit with matching silk bow blouse.

Men's and Women's Models: From New York and Washington

Guest Models: Congressmen Butler Derrick (S.C.), Congressman John W. Jenrette, Jr. (S.C.), Dr. Robert Simmons, Thoracic Surgeon at Howard University Hospital; Mrs. W. W. Funderburk; Mrs. Jewell Shepperd; Misses Brooke Farland, Page Lee Hufty, Alison Van Metre

Music: Barry Lederer

Sound: Peter Spar for Graebar Productions

Lighting: Stan Deutsch



PROGRAM

Cocktails: 11:30 p.m. Florentine Foyer

Luncheon: 12:30 p.m. Sheraton Park Ballroom

Speakers: Mrs. George W. Dick, Chairman of Luncheon Committee
Mr. Marvin S. Traub, President of Bloomingdale's
Mr. Ralph Lauren, Designer

Fashion Show: 1:30 p.m.

Special Events and Door Prize Drawing: 2:15 p.m. - Prize Chairmen:
Mrs. J. Hillman Zahn, Mrs. William Carroll

Program cover designed by Michael Vollbrach, compliments of
Bloomingdale's

2/11/76/ph



	HOSTESSES
HOFFMAN	
WASHINGTON	MALEK
LAUREN	
MATTHEWS	GRIER
RUMSFELD	WEBER
TRAUB	
SHEN	WATSON
DICK	
FORD	SUMTER
SUMTER	
SIMON	G. WEBSTER
BUTZ	KRAMER
COLEMAN	M. WEBSTER
KRAMER	
SHUGOLL	

AUDIENCE

(WITH SIMON)

SHUGOLL	
KRAMER	
COLEMAN	M. WEBSTER
BUTZ	KRAMER
TRAUB	
SHEN	G. WEBSTER WATSON
DICK	
FORD	SUMTER
SUMTER	
RUMSFELD	WEBER
MATTHEWS	GRIER
LAUREN	
WASHINGTON	MALEK
HOFFMAN	

AUDIENCE

(WITHOUT SIMON)



PROPOSED SCHEDULE

MRS. FORD'S ATTENDANCE AT THE ANNUAL
VALENTINE LUNCHEON OF THE WOMAN'S
BOARD OF THE WASHINGTON HEART ASSOCIATION

12:00 Noon Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route
Sheraton Park Hotel

(Driving time: 10 minutes)

12:10 pm MOTORCADE ARRIVES Sheraton Park Hotel
(Calvert Street entrance)

Mrs. Ford will be met by:

Mrs. George Dick (Heddy), Valentine
Luncheon Chairman

Mrs. John Sumter, Jr. (Bea), Chairman
Women's Board

12:12 pm Mrs. Ford, escorted by Mrs. Dick and Mrs. Sumter,
proceeds to the Wilmington Room for informal
reception with head table guests and other special
invitees.

12:15 pm Mrs. Ford arrives Wilmington Room for informal head
table reception.

OFFICIAL PHOTO COVERAGE

12:30 pm Mrs. Ford and the other head table guests depart
Wilmington Room en route Sheraton Hall entrance
for individual introductions.

12:34 pm Announcement of Mrs. Ford

12:35 pm Mrs. Ford, escorted by Mrs. Sumter, proceeds to
seat at head table. Attendance 1400

NOTE: Most press in attendance are as invited
guests and are seated at tables. Photo-
graphers and crews will be escorted for
photos to head table and models ramp.

12:40 pm Luncheon is served.

1:30 pm Luncheon concludes.
Fashion show by Bloomingdales
begins featuring Ralph Laurens
spring/summer collection.

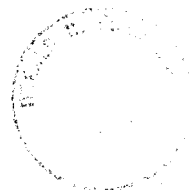
2:30 Fashion show concludes. Mrs. Dick
thanks Mrs. Ford for attending and
announces continuing program.

2:33 pm Mrs. Ford, escorted by Mrs. Sumter, departs head
table en route motorcade for boarding.

2:35 pm MOTORCADE DEPARTS Sheraton Park Hotel en route
South Grounds.

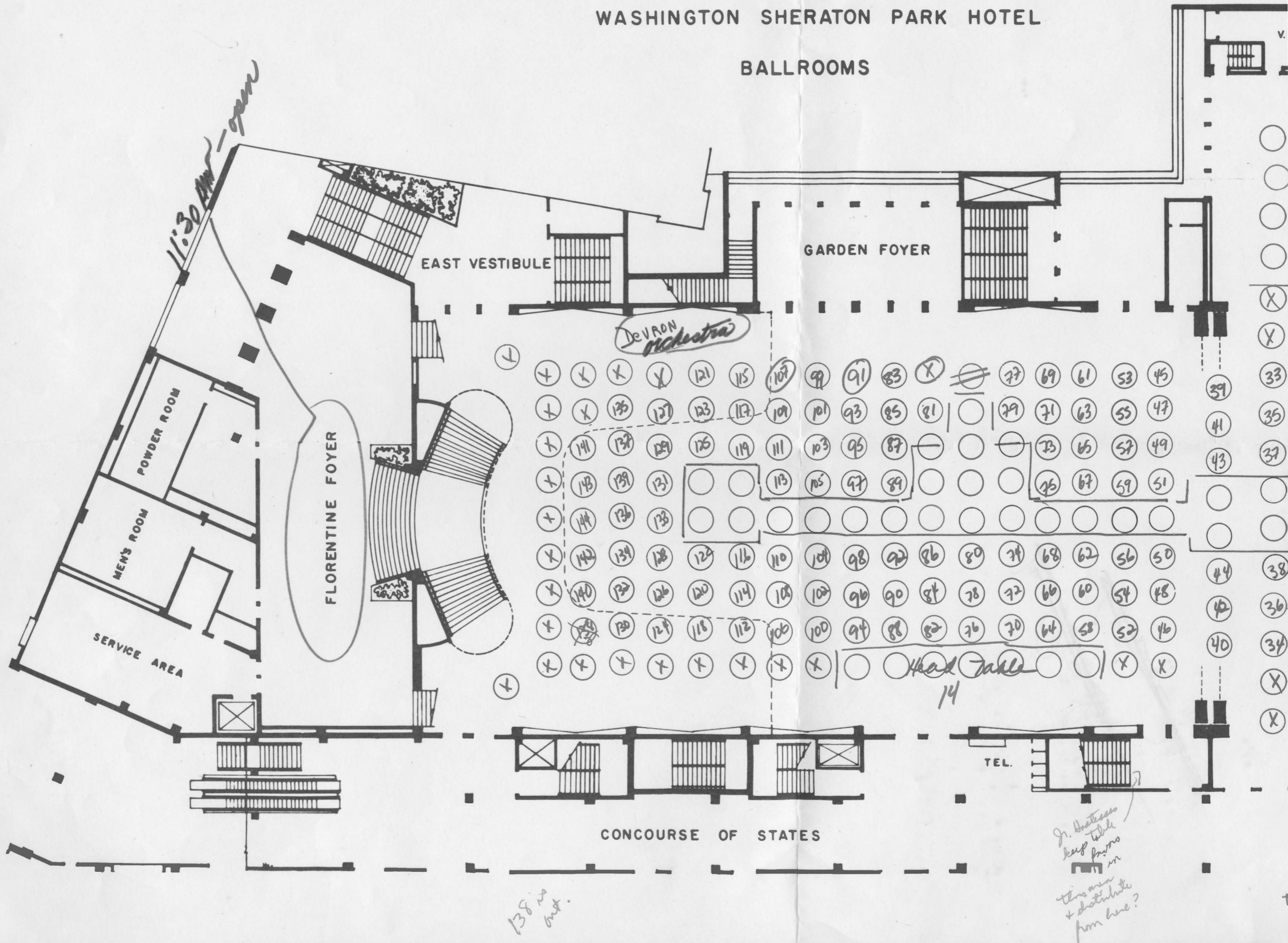
(Driving time: 10 minutes)

2:45 pm MOTORCADE ARRIVES South Grounds.



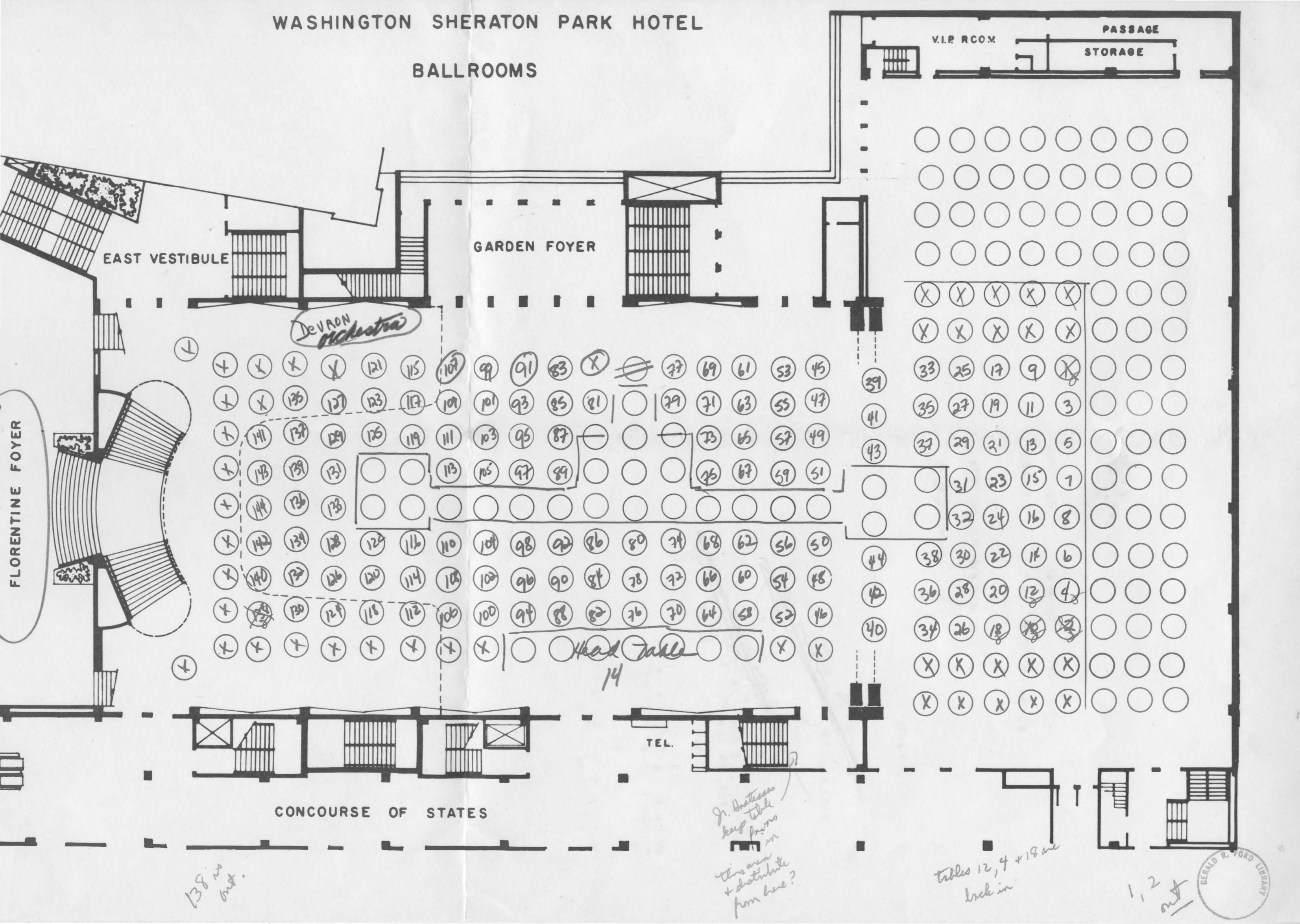
~~Mr. Peter S. L.~~
~~Advance~~

BALLROOMS



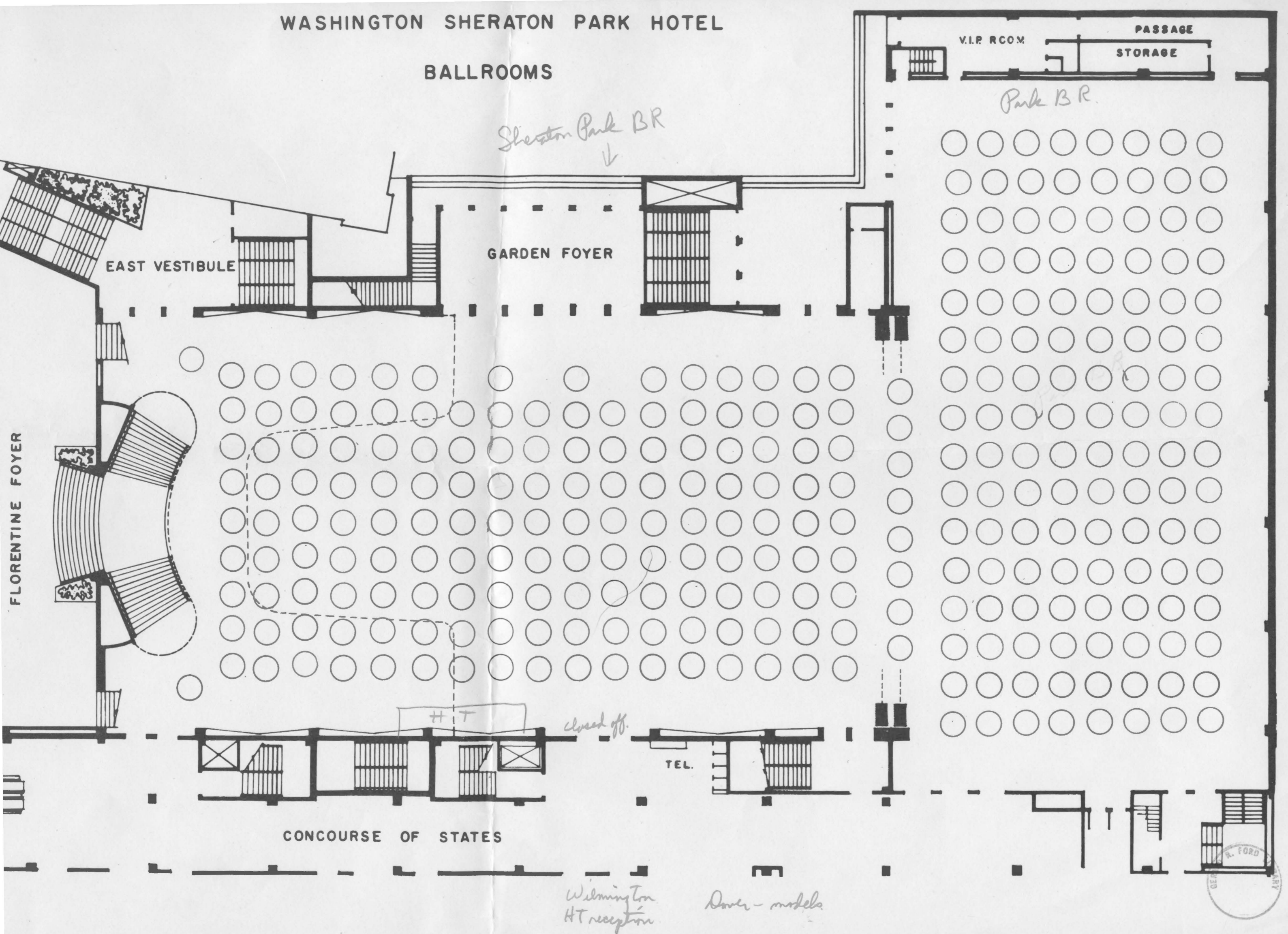
WASHINGTON SHERATON PARK HOTEL

BALLROOMS



WASHINGTON SHERATON PARK HOTEL

BALLROOMS



WASHINGTON SHERATON PARK HOTEL

BALLROOMS

